

**GENERAL SERVICES ADMINISTRATION  
OFFICE OF CITIZEN SERVICES AND COMMUNICATIONS  
FEDERAL CITIZEN INFORMATION CENTER  
STATEMENT OF WORK (SOW)  
ENGLISH AND SPANISH PUBLIC SERVICE ADVERTISING CAMPAIGNS**

## **1.0 INTRODUCTION**

### **1.1 Identification**

General Services Administration  
Office of Citizen Services and Communications  
Federal Citizen Information Center  
1800 F Street, NW Room G-142  
Washington, DC 20405

### **1.2 Program Mission**

The Federal Citizen Information Center (FCIC)'s mission is to be the trusted, one-stop source of answers to people's questions about government benefits, services and programs.

### **1.3 Background**

In 1973, the Federal Citizen Information Center began as the Consumer Information Center. Created to be a cost-effective way for federal agencies to distribute their consumer-oriented booklets to the public, CIC listed more than 200 free and low-cost publications on topics like saving money, avoiding scams, buying a house or car, staying healthy, understanding your federal benefits and more in its Consumer Information Catalog. In 1975, CIC began promoting the Catalog in public service advertising, making the location of its distribution center—Pueblo, Colorado—famous.

Today, the Federal Citizen Information Center offers a variety of ways to communicate with and get information from the government. People can still write to Pueblo, Colorado for a Catalog and consumer publications or read or order them online at [pueblo.gsa.gov](http://pueblo.gsa.gov). A real, live person can help find answers to questions about government benefits and services at FCIC's National Contact Center: 1 (800) FED-INFO. And FCIC's family of websites helps connect people with consumer and family information from the government, as well as answers to their questions about government benefits and services from the federal government's official web portals, [USA.gov](http://USA.gov) and [GobiernoUSA.gov](http://GobiernoUSA.gov).

*Background information on the breadth of FCIC's services, including its advertising history, is available online at <http://www.pueblo.gsa.gov/aboutus2.htm#origins>. Also see <http://www.usa.gov/About.shtml> and [http://www.usa.gov/gobiernousa/About\\_Us\\_Spanish.shtml](http://www.usa.gov/gobiernousa/About_Us_Spanish.shtml)*

## **1.4 Advertising Objective**

PSA campaigns for the Federal Citizen Information Center are designed to make the public aware of the existence of USA.gov, GobiernoUSA.gov and 1 (800) FED-INFO, and to motivate viewers, listeners and readers to use these services to make their everyday lives easier.

## **2.0 SCOPE OF WORK**

GSA is seeking an advertising agency to produce two public service advertising campaigns:

- One English language television, radio, print, poster and web banner PSA campaign to promote USA.gov and 1 (800) FED-INFO.
- One Spanish language television, radio, print, poster and web banner PSA campaign to promote GobiernoUSA.gov and 1 (800) FED-INFO.

The Contractor is not required to utilize the same creative theme for the English and Spanish campaigns. The English and Spanish language campaigns shall be produced concurrently, and would release no more than a month apart. The Spanish campaign shall be produced by a creative team that specializes in producing for and marketing to the native Spanish speaking community. It shall be created in Spanish, not created in English and translated into Spanish.

The period of performance is for a base period of one year, with four one-year option periods. The Contractor shall produce one English and one Spanish campaign in each year.

## **3.0 TASK DESCRIPTION**

### **3.1 TELEVISION**

#### **3.1.2 Television Campaign**

The Contractor shall provide creative development and production of one English and one Spanish television PSA campaign, each comprised of one 60-second, one 30-second, one 20-second, one 15-second, and one 10-second television public service announcement. The English and Spanish shoots may occur in succession and in the same location or at different times in different locations. The director for the Spanish shoot shall be someone who regularly creates advertising for native Spanish speaking viewers.

The television campaigns shall adhere to the following guidelines:

- A light, humorous approach
- No recognizable celebrities on camera or in voiceovers
- No full animation
- Shoots take place in the United States of America

### **3.1.3 Milestone Schedule**

Within one week of the date of contract award, the Contractor shall submit a preliminary milestone schedule in calendar format for creative development, production, duplication and delivery of English and Spanish TV PSAs.

### **3.1.4 Concept Development**

Within six weeks after the date of contract award, the Contractor shall present at least five creative concepts for the English television campaigns and at least five concepts for the Spanish television, campaigns at GSA headquarters. From these, GSA will select two concepts for the English and two concepts for the Spanish campaign to be drafted in script and storyboard form for presentation to focus groups as pre-recorded animatics or photomatics. If GSA determines that there are not at least two acceptable concepts for each campaign for focus testing, the Contractor shall, at no additional cost to the government, take the necessary corrective action to make the submissions acceptable or present new creative concepts.

Prior to submitting concepts for GSA's consideration, the contractor shall have already thought through how concepts will cut down to shorter lengths and have preliminary legal clearance on the use of any images, characters or music.

### **3.1.5 Focus Groups**

After two concepts are chosen for each campaign, the Contractor shall conduct focus groups to help determine which one concept for each campaign would best translate into an understandable and motivational TV campaign.

Each campaign, English and Spanish, must have two focus groups apiece, based on GSA's user demographics:

There shall be two focus groups for the English campaign. One group shall be ages 25-39. The second group shall be ages 40-65. Both groups shall have a mix of racial, income and educational backgrounds.

There shall be two groups for the Spanish campaign. One group shall consist of bilingual Spanish and English speakers, age 25-65. The other focus group shall consist of Spanish-only speakers, age 25-65. Both focus groups shall have a mix of home countries, incomes and educational backgrounds.

Both pairs of focus groups must be conducted at least 50 miles from Washington, DC. The Spanish focus groups shall be conducted in an area of the United States—such as Los Angeles or Houston—in which there is a significant Spanish-speaking population that would best represent the general Spanish television viewing population within the US. Each group must consist of ten people and last approximately 90 minutes. Participants must not be current or retired federal employees, contractor employees who support federal agencies or postal workers.

For each pair of focus groups, the Contractor shall develop the following materials for GSA's approval:

- participant recruitment screener
- moderator's guide
- facilities and location
- moderator bio

- pre-recorded animatics or photomatics for the :60 version of each of the two concepts to be tested per campaign

Neither a video/audio tape of the focus groups will be required. However, the Contractor and focus group moderator shall meet with GSA following the focus groups—that night and/or the next day to discuss specific ideas, techniques and concepts that motivated the focus group participants and how they would be incorporated into the PSAs. If the more suitable of the two concepts is apparent, at that meeting, GSA will select it for production. If this is not possible, the Contractor shall deliver revised concepts for GSA selection—however, no additional focus groups shall be required.

### **3.1.6 Final Scripts, Production and Post**

#### **Final Scripts and Production**

Following the selection of the successful creative concepts for English and for Spanish, the Contractor shall develop each concept into five script lengths for each campaign (:60, :30, :20, :15 and :10) for GSA's approval and shall begin bidding the shoot to directors and production companies specializing in that type of production. GSA will not enter into a relationship with a Contractor that limits GSA to the use of the Contractor's own in-house director or facilities only.

All spots must be shot on film, unless the creative concept dictates the use of an alternate visual format. This deviation must be approved in writing by GSA's COTR (Contracting Officer's Technical Representative) before the Contractor books a director, as must be other formatting issues such as letterboxing. Two-day shoots generally work best for GSA PSAs, unless GSA, the director and the Contractor agree that the concept selected can be shot easily in one day.

#### **Post Production**

The COTR and other members of the GSA team will go to the post-production facility to view and approve the off-line version of the :60 for each TV campaign once it has been assembled. The Contractor may assemble all or some of the shorter versions or cutdowns for GSA's comments and approval at the same time.

If key GSA team members are not able to be present, the Contractor shall make online feeds, DVDs or other media available for FCIC viewing, listening and approval throughout the above-detailed post-production process.

### **3.1.7 Preparation of masters and duplication**

The Contractor shall produce masters of all lengths of each TV campaign based on the GSA-approved final script. The final version of each PSA must contain slates, color bars and audio level checks required by television stations.

The Contractor shall design slates to complement the campaign and must contain the following information:

- Client name
- Spot title and whether it advertises USA.gov, GobiernoUSA.gov or 1 (800) FED-INFO
- Length

- ISCI code
- Expiration date
- Closed Captioning

The Contractor, editor and edit facilities must not be listed on the slates.

All masters and copies of the PSAs duplicated from them must be closed-captioned, and must be labeled to reflect this. Tapes, discs and audiovisual files must be of the highest technical audio and visual quality, consistent with the current standards required by major television networks and stations.

### **3.1.8 Encoding and Monitoring**

GSA's English and Spanish TV campaigns are tracked for station usage by electronic encoding and monitoring.

Once the television master tapes or files are created and *prior to* local tagging, tape/disc duplication and distribution, the masters must be encoded for tracking. The Contractor shall only use an airplay monitoring system approved by the COTR.

The Contractor shall:

- Have all five TV spots of each campaign, English and Spanish: :60, :30, :20, :15, :10 encoded
- Provide 52 weeks of electronic airplay monitoring (start date two weeks after campaign drops) for all major stations, all markets and major broadcast networks, keeping English and Spanish data separate
- Send the COTR weekly reports on airings. At a minimum, weekly reports shall include the station call letters, market rank, DMA, affiliated network, date aired, day of week, day part, start and end times and length aired for both English and Spanish.
- Send the COTR monthly reports and one year-end summary report including a dollar value estimate. At a minimum, monthly reports shall include call letters, channel, state and city, affiliate, times shown, total number of stations reported airing, equivalent dollar value and market rank information (example: 5 of the top 5 markets—27 stations airing).

### **3.1.9 Local Tagging**

GSA obtains local co-sponsorship for its English TV PSAs from 10-15 major city and state consumer affairs offices. These video-only tags are one to two lines of text supered for approximately 5 seconds at the close of each spot and on slates. For example:

Georgia Governor's Office of Consumer Affairs

or

Wisconsin Department of Agriculture, Trade and Consumer Protection

Locally-tagged spots must be noted as such on their tape boxes/DVD cases and outer mailing packaging. This may be done simply, through use of stickers. The balance of the tapes must remain untagged, national spots. Currently, only the English PSAs are locally tagged.

### **3.1.10 Duplication of Special Media**

- GSA keeps historical reels of the :60 version of every English and Spanish PSA it has produced. The Contractor shall add the new English and Spanish 60-second spots to their respective historical reels, preceded by a supered slate with the PSA's title and year to the respective historic reel and duplicate 5 DVD copies of each entire historic reel of spots, which the Contractor shall send to the COTR.
- The Contractor shall create two DVD copies of each set of locally-tagged spots (:60, :30, :20, :15, :10)
- The Contractor shall convert each individual television PSA in the English and Spanish TV campaigns into two sets of separate uncompressed, 720 x 480 Quicktime and .wma files—one set shall have visible web captioning and one set shall be without web captioning. Files shall be shipped to the COTR on CDs.

### **3.1.11 Network Liaison/Videotapes**

To provide for network television airplay, the Contractor shall clear the creative concept for the English and Spanish PSA campaigns with the respective English or Spanish broadcast and/or cable television network public service, continuity or broadcast standards directors and sending the correct format tape, disc or other media to each network, once approved for airplay. Documentation of these approvals shall be sent to the COTR.

### **3.1.12 Collaterals**

The Contractor shall develop and reproduce the following television collateral materials, and shall mail them with each television tape/disc to individual stations:

- Four-color photoboards (8" x 11", 12-16 frames from the 60 second PSA: est. 2,000 copies for English, 900 for Spanish).
- One promotional piece. This must be an inexpensive, imprinted gift or playful gimmick tied to the PSA concept (one per tape, plus 600 – est. 1,600 pieces for English; approximately 1,000 for Spanish) and imprinted with USA.gov and 1 (800) FED-INFO or GobiernoUSA.gov and 1 (800) FED-INFO. Past promotional items have included space pens, stress balls shaped like Uncle Sam's hat, temporary tattoos, and star shaped sunglasses. Gift items for the English and Spanish television campaigns do not have to be the same.
- Letter to the TV station public service director briefly outlining the campaign and USA.gov, 1 (800) FED-INFO and GobiernoUSA.gov
- A survey reply card on which stations can indicate their usage of the campaign

All collateral materials must be of highest technical visual quality, attractive and eye-catching, consistent with the standards required by major television networks. The Contractor shall insert collaterals into the individual tape mailing boxes. The Contractor shall turn over the balance of packaging, labels and promotional pieces not used in mailings to the COTR at the time that tapes are distributed by the Contractor.

### **3.1.13 Quality Control**

The Contractor shall establish a complete Quality Control Program to assure that dubs match the quality of the approved master as specified. The Contractor shall obtain the COTR's written approval for the Quality Control Program prior to performing the tape dubbing.

### **3.1.14 Tape Packaging**

The Contractor shall design and affix decorative, promotional labels for all tape and disc boxes and for each of the tapes and discs themselves. The labels must describe the campaign, and be approved by the COTR prior to tape and disc distribution. Individual tapes and discs must be labeled with:

- Federal Citizen Information Center, General Services Administration
- USA.gov and 1 (800) FED-INFO logo or GobiernoUSA.gov and 1 (800) FED-INFO logo
- Campaign name
- The lengths of the PSAs
- Closed captioning information
- Name and phone number of the COTR
- Expiration date and a blurb about the PSAs
- A photo or art from the campaign

The Contractor must send the tapes and/or discs in individual plastic or cardboard boxes or sleeves that will then go into individual, outer mailing boxes. Color and packaging type will be approved by GSA.

### **3.1.15 Assembly of Tapes**

The Contractor shall assemble the packaging, tapes and collateral materials in preparation for delivery and mailing.

Appropriately-sized individual cardboard mailing boxes or comparable reinforced packaging are required for all tapes or discs. This outer packaging, whether padded mailer or mailing box, must have eye-catching labeling to help the packages stand out.

### **3.1.16 Television Distribution**

The Contractor shall:

- Address approximately 950 packages for the English campaign and approximately 270 packages for the Spanish campaign, each containing collateral materials and one copy of the PSA campaign on Beta-SP, DVC-PRO, DVD or other current media format (currently, most stations receive Beta-SP).
- seal packages

- send tapes/discs to stations via Priority Mail
- Box and ship approximately 50-75 additional English tapes and discs and approximately 30 additional Spanish tapes and discs to GSA.

The cost of postage shall be included in the contract price.

## **3.2 RADIO**

### **3.2.1 Radio Campaign**

The Contractor shall provide creative development and production of one English and one Spanish radio PSA campaign, each in three lengths (:60, :30, :15). The radio campaigns must be conceptually integrated with and in support of their respective television campaigns. However, the audio portion of the TV spots must not be used in the radio campaign.

### **3.2.2 Milestone Schedule**

Within one week of the date of contract award, the Contractor shall submit a preliminary milestone schedule in calendar format for creative development, production, duplication and delivery of the radio campaigns.

### **3.2.3 Concept Development—Adaptation to radio**

Within one week from the acceptance of final television scripts, the Contractor shall present a plan for adapting the theme of the English and Spanish television campaigns to radio. The Contractor shall present five creative concepts for each radio campaign, English and Spanish. From those, GSA will choose one concept for development.

### **3.2.4 Final Scripts, Production and Post**

Following the COTR's written acceptance of the plan to adapt the theme of the television concept to radio, the Contractor shall undertake the complete production of the English and Spanish radio campaigns. The Contractor shall obtain the COTR's approval, in writing, for each of the following during the course of production, pre and post:

- Schedule with milestones
- All scripts
- Casting
- Music
- Sound effects
- Audio mix
- Packaging
  - Layout in various stages
  - Materials
  - Text
  - Art



The COTR and other members of the GSA team are usually present at the recording sessions. If GSA team members are not able to be present, the Contractor shall make audio CDs or electronic files available for GSA listening and approval throughout the above-detailed post-production process.

### **3.2.5 Preparation of audio master**

The Contractor shall produce masters of the highest technical quality for all formats and lengths of the radio campaign based on the GSA-approved final script.

### **3.2.6 Radio PSA Duplication, Packaging and Distribution**

Each duplicated CD must include all three lengths, one per track, of the PSA in the highest quality mp3 format. Audio slating must not appear on the final CD.

The Contractor shall perform the following tasks with regard to the development and reproduction of the following radio collateral materials:

- Design art for imprinting on CDs in keeping with the campaign design and including the name of the campaign and lengths of spots
- Imprint the art and label information onto 5,000 CDs total for English and 350 for Spanish
- Duplicate the radio PSAs onto the 5,000 English CDs and 350 for Spanish
- Create and print four-color self-mailers (not jewel cases)
- Address mailers
- Design, print and insert into mailers a sheet with scripts of all three lengths
- Design, print and insert into mailers or imprint on the inside of the mailers a letter to the radio station public service director telling briefly about the campaign and USA.gov, 1 (800) FED-INFO and GobiernoUSA.gov
- Design, imprint and insert into mailers a business reply card on which stations can indicate their usage of the campaign
- Insert CDs into mailers
- Seal packages
- Mail CDs to stations via USPS Standard Mail (the Contractor shall pay the postage)

### **3.2.7 Radio PSA Monitoring**

- The Contractor shall compile returned business reply cards into one follow-up report (including call letters, city name, market number, dates of plays, number of plays of each length, total number of plays, audience impressions and estimated dollar value of air time) for English and another for Spanish

## **3.3 PRINT AD**

### **3.3.1 Print Campaign**

The Contractor shall develop, design, and produce two print PSA campaigns: one in English, and one in Spanish. The print campaigns must be based on the theme of the respective English or Spanish TV campaigns. The print ads must be in color and black and white photography, in the following sizes:

#### **MAGAZINE SIZES (W x H)**

7 x 9.75 Full-Page 4C

6.875 x 4.625 1/2-Page 4C

3.25 x 4.625 1/4-Page 4C

#### **NEWSPAPER SIZES (W x H)**

3.5 x 2.625 Window B/W

3.75 x 10.5 1/6-Page B/W

1.812 x 2.562 Window B/W

5.687 x 10.5 1/4-Page B/W

4.75 x 4.75 Window B/W

5.687 x 2.562 1/16-Page B/W

1.812 x 5.187 Banner B/W

### **3.3.2 Milestone Schedule**

Within one week of the date of contract award, the Contractor shall submit a milestone schedule in calendar format for creative development, production, duplication and delivery of print PSAs.

### **3.3.3 Concept Development—Adaptation to print**

Within one week from the acceptance of final television scripts by the COTR in writing, the Contractor shall present a plan for adapting the theme of the English and Spanish television campaigns to print. The Contractor shall present five creative concepts for each print campaign, English and Spanish. From those, GSA will choose one concept for development.

### **3.3.4 Final Scripts, Production and Post**

Following the COTR's acceptance of the plan to adapt the theme of the television concept to print, the Contractor shall undertake the complete production of the English and Spanish print campaigns. The Contractor shall obtain the COTR's approval, in writing, for each of the following during the course of production, pre and post:

- Schedule with milestones

- Proposed layout and design
- Photographer
- Casting and props
- Headline and body copy
  
- Packaging
  - Layout in various stages
  - Materials
  - Text
  - Art

The COTR and other members of the GSA team are often present at the print shoot. If GSA team members are not able to be present, the Contractor shall make electronic files available for GSA viewing and approval during the shoot for preliminary approval of shots before the photographer and talent, if applicable, are released.

### **3.3.5 Print PSA Duplication, Packaging and Distribution**

The Contractor shall complete the following in duplicating, packaging and distributing the English and Spanish print PSA campaigns:

- Design art for imprinting on CDs in keeping with the campaign design and including the name of the campaign and size of ads
- Imprint the art and label information onto 15,000 CDs total for English and 500 for Spanish
- Duplicate all print ad sizes in PDF onto the 15,000 CDs for English and 500 for Spanish
- Create and print four-color self-mailers (not jewel cases)
- Address mailers
- Design, print and insert a slick with samples of the print ads in various sizes
- Design, print and insert or include on the inside of the mailers a letter to newspapers and magazines telling briefly about the campaign and USA.gov, 1 (800) FED-INFO and GobiernoUSA.gov
- Design, imprint and insert a business reply card on which publications can indicate their usage of the campaign
- Insert CDs into mailers
- Seal packages
- Mail CDs to publications via USPS Standard Mail (contractor pays postage)

### **3.4 POSTERS**

#### **3.4.1 Poster Campaign Scope of Work**

Using the same English and Spanish print ad art and designs with minor text modifications, the Contractor shall create posters in size 11 x 17 for distribution.

#### **3.4.2 Milestone Schedule**

Within one week of the date of contract award, the Contractor shall submit a milestone schedule in calendar format for creative development, production, duplication and delivery of print PSAs.

#### **3.4.3 Concept Development—Adaptation to posters**

Within one week from the acceptance of final full page, 4c magazine layouts, the Contractor shall present a plan for adapting the ads into posters.

#### **3.4.4 Poster Design, Duplication, Packaging and Distribution**

- The Contractor shall complete the following in duplicating, packaging and distributing the English and Convert full page, 4 color print ad design into 11 x 17 posters with minor copy changes (sample to be approved by the COTR)
- Buy out one year usage rights for photo art used on posters
- Print 80,000 copies English, 10,000 copies Spanish
- Single-fold each poster to 8 ½ x 11 size
- Create and print cover letter to accompany posters
- Insert cover letter and two posters per envelope, seal and mail to 40,000 libraries and community centers for English and 5,000 libraries and community centers for Spanish (GSA will provide addresses; the contractor will pay for bulk rate postage).

### **3.5 BANNER ADS**

#### **3.5.1 Web Banner Campaign**

Based on the concept of the respective television PSA campaigns, the contractor shall develop, design, produce, and distribute three web banner campaigns in English and in Spanish (three creative executions per language, built in three sizes each for a total of nine banners per language.) For each respective language, one campaign shall be created in Flash animation; two shall be static.

Animated ads shall be created in the following sizes:

Banner-160x600

Skyscraper-300x250

Window-768x90

The static ads shall be created in sizes determined by the Contractor and the COTR, in keeping with current industry trends in static web banner ad sizes.

### **3.5.2 Milestone Schedule**

Within one week of the date of contract award, the Contractor shall submit a milestone schedule in calendar format for creative development, production and delivery of web banner PSAs.

### **3.5.3 Concept Development—Adaptation to Web Banners**

Within one week from the COTR's written acceptance of final television scripts, the Contractor shall present a plan for adapting the theme of the English and Spanish television campaigns to web banner ads. The Contractor shall present five to eight creative concepts for each language, English and Spanish. From these, GSA will choose three concepts per language for development.

### **3.5.4 Production**

Following the COTR's written acceptance of the plan to adapt the theme of the television concept to web banner ads, the Contractor shall undertake the complete production of the English and Spanish web banner ad campaigns. The Contractor shall obtain the COTR's approval, in writing, for each of the following during the course of production, pre and post:

- Schedule with milestones
- Proposed layout, art and design
- Headline and body copy

### **3.5.5 Duplication and Distribution**

The contractor shall distribute the web banner ads through an optimized network that has relationships with at least 3,000 different websites. The contractor shall also deliver the completed web banner files to the COTR via CD, email or FTP download .

### **3.5.6 Monitoring**

The contractor shall provide monthly reports to the COTR indicating the impressions per creative execution, per size and click-thru rates per creative execution, per size. This monitoring will take place for six months.

## **4.0 DELIVERABLES AND DELIVERY SCHEDULES**

All deliverables must meet professional standards and the requirements set forth in contractual documentation. The contractor shall deliver all items as specified in the following table:

**4.1 ENGLISH PSA CAMPAIGN DELIVERABLES****4.1.2 English Television Deliverables**

DELIVERABLE	DESCRIPTION	DELIVERY DATE
3.1.3	Milestone schedule for creative development, production, and duplication of PSAs	One week from date of award.
3.1.4	Five creative concepts	Three weeks from date of award.
3.1.5	Focus Group	Four weeks before filming
3.1.6	Final Scripts	One week before filming
3.1.6	pre production and shoot	No later than six weeks prior to delivery date
3.1.6	Post Production	Completing no later than three weeks after shoot
3.1.9	Local tagging	During post-production
3.1.7	Master tapes and duplication	Four weeks after shoot
3.1.12	Collateral development and printing	No later than ten days prior to distribution.
3.1.15	Tape and collateral assembly and delivery	No later than one week prior to distribution.
3.1.10	Special Media	No later than May 31, 2009
3.1.16	Tape distribution	No later than one week after tape delivery
3.1.8	Encoding and monitoring	Encode prior to tape duplication; begin monitoring two weeks after tapes are mailed to stations

**4.1.3 English Radio Deliverables**

DELIVERABLE	DESCRIPTION	DELIVERY DATE
3.2.2	Milestone schedule for creative development and production of radio campaign	One week from date of award.
3.2.3	Adaptation of television creative concept for radio campaign	One week following the acceptance of final television scripts.
3.2.4	Final radio scripts	No later than three days prior to recording
3.2.4	Pre production, casting, recording and final mix	Completed no later than three weeks prior to CD delivery
3.2.5	Master creation	Within three business days of final mix
3.2.6	completed packaging development and printing	No later than five business days prior to assembly of CDs and packaging
3.2.6	CD duplication	No later than three days prior to assembly of CDs and packaging
3.2.6	CD and package assembly	Assembly shall be completed in time for delivery on June 15, 2009

3.2.7	Monitoring	No more than two weeks after distribution.
3.2.6	Distribution of CDs	By June 15, 2009

#### 4.1.4 English Print Ad Deliverables

DELIVERABLE	DESCRIPTION	DELIVERY DATE
3.3.2	Milestone schedule for print PSA campaign.	Within one week of contract award.
3.3.3	Adaptation of television creative concept for print campaign	Within one week of acceptance of final television scripts.
3.3.4	Creation or acquisition of photograph for use in campaign	No later than eight weeks prior to delivery of completed CD packages
3.3.4	Final text for all sizes of print ads	No later than six weeks prior to delivery of completed CD
3.3.4	Completion of creation of all sizes of print ads with photographs and text	No later than three weeks prior to delivery of completed CD
3.3.4	Finalization of all sizes into electronic files	No later than two weeks prior to delivery of completed CD.
3.3.5	CD packaging development and printing	No later than one week prior to delivery of completed CD.
3.3.5	CD duplication	No later than three days prior to CD and package assembly.
3.3.5	CD and package assembly	Assembly shall be completed in time for delivery on June 15, 2009
3.3.5	Distribution of CDs	No later than June 15, 2009

#### 4.1.5 English Poster deliverables

DELIVERABLE	DESCRIPTION	DELIVERY DATE
3.4.2	Milestone schedule for posters.	Within one week of contract award.
3.4.3	Adaptation of art and text of full page, 4c magazine print ad to 11 x 17 poster design	Within three weeks of acceptance of full page, 4c magazine print ad design
3.4.3	Approved final poster design	Within four weeks of adaptation of print ad design to poster design
3.4.4	Duplication, folding and distribution	No later than September 1, 2009

#### 4.1.6 English Web Banner Ad Deliverables

DELIVERABLE	DESCRIPTION	DELIVERY DATE
3.5.2	Milestone schedule for online PSA campaign.	Within one week of contract award.
3.5.3	Adaptation of television creative concept for	Within one week of acceptance of

	print campaign	final television scripts.
3.5.4	Approved final banner ad creative design	Within one week of acceptance of final television scripts.
3.5.4	Approved final text and layout for all sizes of banner ads	No later than one week prior to distribution
3.5.5	Completed distribution of banner ads	No later than June 15, 2009
3.5.6	Commencement of monitoring of banner ads	Within two days after distribution of banner ads.

## 4.2 SPANISH PSA CAMPAIGN DELIVERABLES

### 4.2.1 Spanish Television Deliverables

DELIVERABLE	DESCRIPTION	DELIVERY DATE
3.1.3	Milestone schedule for creative development, production, and duplication of PSAs	One week from date of award.
3.1.4	Five creative concepts	Three weeks from date of award.
3.1.5	Focus Group	Four weeks before filming
3.1.6	Final Scripts	One week before filming
3.1.6	pre production and shoot	No later than six weeks prior to delivery date
3.1.6	Post Production	Completing no later than three weeks after shoot
3.1.7	Master tapes and duplication	Four weeks after shoot
3.1.12	Collateral development and printing	No later than ten days prior to distribution
3.1.15	Tape and collateral assembly	No later than one week prior to distribution
3.1.10	Special Media	No later than June 30, 2009
3.1.16	Tape distribution	No later than June 30, 2009
3.1.8	Encoding and monitoring	Encode prior to tape duplication; begin monitoring two weeks after tapes are mailed to stations

### 4.2.2 Spanish Radio Deliverables

DELIVERABLE	DESCRIPTION	DELIVERY DATE
3.2.2	Milestone schedule for creative development and production of radio campaign	One week from date of award.
3.2.3	Adaptation of television creative concept for radio campaign	One week following the acceptance of final television scripts.
3.2.4	Final radio scripts	No later than three days prior to



		recording
3.2.4	Pre production, casting, recording and final mix	Completed no later than three weeks prior to CD delivery
3.2.5	Master creation	Within three business days of final mix
3.2.6	completed packaging development and printing	No later than five business days prior to assembly of CDs and packaging
3.2.6	CD duplication	No later than three days prior to assembly of CDs and packaging
3.2.6	CD and package assembly	Assembly shall be completed in time for delivery on July 15, 2009
3.2.6	Distribution of CDs	By July 15, 2009
3.2.7	Monitoring	No more than two weeks after distribution.

#### 4.2.3 Spanish Print Ad Deliverables

DELIVERABLE	DESCRIPTION	DELIVERY DATE
3.3.2	Milestone schedule for print PSA campaign.	Within one week of contract award.
3.3.3	Adaptation of television creative concept for print campaign	Within one week of acceptance of final television scripts.
3.3.4	Creation or acquisition of photograph for use in campaign	No later than eight weeks prior to delivery of completed CD packages
3.3.4	Final text for all sizes of print ads	No later than six weeks prior to delivery of completed CD
3.3.4	Completion of creation of all sizes of print ads with photographs and text	No later than three weeks prior to delivery of completed CD
3.3.4	Finalization of all sizes into electronic files	No later than two weeks prior to delivery of completed CD.
3.3.5	CD packaging development and printing	No later than one week prior to delivery of completed CD.
3.3.5	CD duplication	No later than three days prior to CD and package assembly.
3.3.5	CD and package assembly	Assembly shall be completed in time for delivery on July 15, 2009
3.3.5	Distribution of CDs	No later than July 15, 2009

#### 4.2.4 Spanish Poster deliverables

DELIVERABLE	DESCRIPTION	DELIVERY DATE
3.4.2	Milestone schedule for posters.	Within one week of contract award.
3.4.3	Adaptation of art and text of full page, 4c magazine print ad to 11 x 17 poster design	Within three weeks of acceptance of full page, 4c magazine print ad design
3.4.3	Approved final poster design	Within four weeks of adaptation of print ad design to poster design

3.4.4	Duplication, folding and distribution	No later than September 1, 2009
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#### 4.2.5 Spanish Web Banner Ad Deliverables

DELIVERABLE	DESCRIPTION	DELIVERY DATE
3.5.2	Milestone schedule for online PSA campaign.	Within one week of contract award.
3.5.3	Adaptation of television creative concept for print campaign	Within one week of acceptance of final television scripts.
3.5.4	Approved final banner ad creative design	Within one week of acceptance of final television scripts.
3.5.4	Approved final text and layout for all sizes of banner ads	No later than eight weeks prior to delivery of completed CD packages
3.5.5	Completed distribution of banner ads	No later than July 15, 2009
3.5.6	Commencement of monitoring of banner ads	Within two days after distribution of banner ads.

After GSA's review of each submission, the Contractor shall make necessary changes to meet with COTR approval. If changes in the milestone and delivery schedules will be impacted as a result of changes or revisions, the Contractor shall notify the COTR in advance, writing

### 5.0 DELIVERY INSTRUCTIONS

#### 5.1 ACCEPTABLE MEDIA FOR REQUIREMENT

Deliverables must be delivered in the following formats:

television: Beta-SP, DVC Pro, DVD, .mov and .wmv files;

radio: mp3

print: PDF

Radio and print shall be delivered to media outlets on CD.

Sample photos, script drafts, label, packaging and photoboard layouts and other applicable elements may be delivered via fax, email or by electronic file. If electronic transmission is not clear, the COTR will request that these elements be sent on paper for FCIC review. Because GSA's postal mail is irradiated prior to delivery, the Contractor shall send all deliverables due to GSA via overnight delivery, courier service, or another method other than the United States Postal Service.

## **5.2 DELIVERY INSTRUCTIONS**

The Contractor shall pay all postage and delivery expenses for all deliverables, and any other items due under this contract. Any items due to GSA shall be delivered to the following address:

Attn: Nancy Tyler  
General Services Administration  
Federal Citizen Information Center (XCC)  
1800 F Street, N.W., Room G-142  
Washington, DC 20405

The Contractor shall have all items delivered to the FCIC office inside the GSA building; no deliveries will be accepted at the loading dock, mailroom or guard's desk.

## **5.3 DELIVERY SCHEDULE**

### **5.3.1 English**

The Contractor shall assure delivery of the finished English television product for the initial year to be no later than May 31, 2009; radio no later than June 15, 2009, print ads no later than June 15, 2009, posters no later than September 1, 2009 and web banner ads no later than June 15, 2009.

### **5.3.2 Spanish**

The Contractor shall assure delivery of the finished Spanish television product for the initial year to be no later than June 30, 2009; radio no later than July 15, 2009, print ads no later than July 15, 2009, posters on later than September 1, 2009 and web banner ads no later than July 15, 2009.

## **6.0 GOVERNMENT FURNISHED RESOURCES**

Greater detail concerning FCIC's background and the services it will be advertising will be furnished during the first meeting with the Contractor following award of the contract.

### **6.1 Government Property**

All Materials developed under this contract are property of the U.S. Government. Under no circumstances shall a vendor place a copyright on any of the materials that the vendor develops, provides and receives payment for under this contract.

Immediately upon date of award of this contract, title to all materials, equipment, film, script, purchased props, inventories and work in progress, previously acquired or produced by the Contractor for the performance of this contract and properly chargeable under sound accounting practice, will become the property of the Government. Nothing in this provision will deprive the Contractor of any further payments due, or relieve the Contractor or the Government of any of their respective rights or obligations under this contract.

The Contractor will bear the risk of loss of property, title to which vests in the Government pursuant to this clause, in the event of loss, theft, or destruction of or damage to any such property before its delivery to and acceptance by the Government.

## **7.0 TRAVEL, TRAINING AND MEETINGS**

### **7.1 Travel**

The Government will not be required to reimburse the contractor for local travel. Some long distance travel may be required. Such travel shall be approved in advance by the COTR. The Contractor will invoice this action as an Other Direct Charge (ODC).

Travel expenses should be included as other direct cost and should not exceed \$40,000 from date of award through delivery of tapes and CDs.

It is an advantage to the Contractor and to GSA staff to combine meetings and to group productions together (conducting the print ad shoot at the same time and place as the TV shoot and the radio recording on the same day/same city as the television edit, for example).

In-person meetings at the GSA offices generally occur but may not be limited to:

- The start of a contract
- Initial presentation of TV, radio and print creative concepts
- Presentation of revised concepts to senior GSA staff
- At a post mortem meeting at the end of the contract year

All meetings, whether in person or via conference call shall be followed up within one week with a meeting report supplied by the Contractor's Account Executive/Manager.

## **11.0 Permits and Licenses**

In performance of work under this contract, the Contractor is responsible for obtaining all necessary permits and licenses, and for complying with all applicable Federal, State, and Municipal laws.

## **12.0 Disposition of Material**

Upon termination or completion of all work under this contract, the Contractor will prepare for shipment, delivery FOB destination, all materials received from the Government and all residual materials produced in connection with the performance of the contract as may be directed by the COTR's, or as specified in other provisions of the contract. All materials produced, or required to be delivered under the contract become and remain the property of the Government.

### **13.0 Release of Information**

There shall be no dissemination or publication, except within and between the Contractor and any subcontractors, of information developed under this contract or contained in the reports to be furnished pursuant to this contract without prior written approval of the Contracting Officer.

### **14.0 Talent Releases**

The Contractor shall obtain releases from all persons recognizably photographed or recorded, including guardians or parents of minors employed in the creation or production of motion pictures under this contract. The releases must enable FCIC to use in the media and in-house, without payment of any additional royalties, the work or contribution of the talent for a period of **two years** from the date of delivery of the final product. Television, radio and print PSAs will also be added into the archives on FCIC's websites (pueblo.gsa.gov, USA.gov and GobiernoUSA.gov)

### **15.0 Music Rights and Audio Usage**

The Contractor must obtain the rights to the music used in the production of the PSAs to allow FCIC to use, free and clear, for the distribution and exhibition of the television PSAs and for radio PSAs that may be derived from the television versions for a period of not less than one year. FCIC shall be able to display the PSAs on its websites indefinitely. Radio PSAs will be used on terrestrial, internet and satellite radio stations.

### **16.0 Section 508 Requirements**

All electronic and information technology (EIT) procured through this Task Order shall meet the applicable accessibility standards at 36 CFR 1194, unless an agency exception to this requirement exists. 36 CFR implements Section 508 of the Rehabilitation Act of 1973, as amended, and is viewable at [www.section508.gov/](http://www.section508.gov/).